

RECEIVED
CENTRAL FAX CENTER

JUN 14 2010

DETAILED ACTION

*Response to Format correction and Claim rejections**Specification*

The Abstract within the Specification has been objected to, as it consists of two paragraphs. It is hereby requested that this Abstract be replaced with the following text:

ABSTRACT

Problem to be solved: Whilst partaking in an a traditional electronic questionnaire survey, responses given by any one respondent are almost always emotional in their nature influenced by that person's emotional state due to the survey format. As a result, in summarising the respondents answers statistically, it is not possible to truly measure how satisfied the respondent is with the subject(s) the survey has been designed to address. This can lead to a misinterpretation of the actual situation, which, for surveys such as customer satisfaction surveys or employee opinion surveys can have negative consequences for a company.

Solution: This emotional content skews the results thus obtained making them inaccurate, so that statistical methods become necessary to interpret the results. Such a statistical analyses requires not only a minimum sample size but also to be interpreted, which can also lead to false, non repeatable results. By However, by structuring the system and method of an the electronic questionnaire survey in accordance with a strict set of guidelines, it is possible to measure a respondent's views on any subject matter both emotionally and rationally, together with the respondent's level of conviction. By comparing the emotional responses with the rational responses, a truly quantifiable and repeatable measure of respondent satisfaction towards the subject matter can be achieved, which also allows benchmarking as an added benefit..